



IN PROGRESS ONLINE

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Foundation's Arts Initiative Will Benefit County Arts

Through support from the James Irvine Foundation, the Placer Community Foundation will establish a comprehensive Arts Initiative this year to benefit Placer County arts.

During the next few months, the foundation will hold a series of focus groups and conduct a survey of nonprofit arts organizations along the county's western slope to gather ideas, suggestions, and perceptions about the arts and arts philanthropy.

"Gathering information from community-minded individuals is critical to the effective, long-term impact this initiative will have on local artists, arts organizations, and arts philanthropy in our region," said Veronica Blake, CEO of Placer Community Foundation.

For more, visit Placer Community Foundation at <http://www.placercf.org> or call (530) 885-4920.

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Auburn Community Cancer Endowment Fund to Hold Spring Fundraisers

Since its inception in April 2001, Auburn Community Cancer Endowment Fund has raised \$1.6 to support cancer research at the UC Davis Cancer Center. The endowment was started by several concerned citizens in the Auburn area and today is run by a group of about 30 local residents. Endowment funds have been raised through individual contributions and special events such as golf tournaments, fun runs, and dinners. In April 2005, the endowment surpassed \$1 million. This spring the endowment plans two fundraisers: a presentation of Franz Lehar's operetta "The Count of Luxumbourg" done by the Russian-American Music Academy, March 24, 6:30 p.m. at DeWitt Theater, in Auburn; and a 24-Hour Mountain Bike Race, May 5 - 6 in Cool, California. Anyone interested in attending or helping with these events is invited to call Sherry Wicks at (530) 889-1401, ext. 205. For details about Auburn Community Cancer Endowment, visit <http://www.accef.org/>

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Placer County Leads State in Job Growth

Placer County's job growth increased 128 percent during a 15-year period, the highest in the state and the most recent evidence that employment continues to shift from coastal communities to inland California. Placer County -- which includes large private employers such as Hewlett-Packard Co. and SureWest Communications -- added 78,400 jobs from 1990 to 2005, according to a California Budget Project report released in January. The county's job-growth was more than three times the 46 percent average for all inland counties in the state. Professional and business service-related jobs increased 87 percent during the 15-year period, the largest percentage job-growth sector in the 38 inland counties, according to the report. The trade, transportation and utilities category added about 231,000 jobs, the largest number of positions in the inland counties. For more visit the Sacramento *Business Journal* at <http://www.bizjournals.com/sacramento/stories/2007/01/22/daily41.html?f=et76&hbx=edu>

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Placer County Studies Sunset Industrial Area

The Sacramento Regional Research Institute (SRRI) has embarked on a study of the economic benefits of the Sunset Industrial Area (SIA). The SIA, located on several thousand acres in the "Golden Triangle" between Roseville, Rocklin, and Lincoln, serves as the county's economic engine for the creation of primary wage-earner jobs. In the study, SRRI, a joint venture of the Sacramento Area Commerce & Trade Organization (SACTO) and Sacramento State University, will undertake three main tasks: estimate the

level of economic activity taking place in SIA, including trends and expectations; focus on the long-term outlook based on the Sacramento Area Council of Government's Blueprint & Land Use Study; and conduct a survey of SIA firms to gather opinions on the business climate, growth expectations, satisfaction with county services, and infrastructure needs. SSRI will present its findings in the spring of 2007. For more, visit the Sacramento Regional Research Institute at <http://www.srri.net/> or the Sacramento Area Commerce & Trade Organization at <http://www.sactoedc.org/go/sacto/index.cfm>

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eWomenNetwork Foundation Fundraiser to Benefit Local Charity

eWomenNetwork Foundation of Rocklin/Granite Bay is hosting a fundraiser called "Simply Hearted...You" February 28, 6 - 8:30 p.m., at the Williams + Paddon Building, 2237 Douglas Blvd., in Roseville. The event will include food, fun, networking, music, a silent auction, and special raffle. Funds raised will be granted back to a local charity that supports services for women and children. "This event will be a great opportunity to meet some of the region's most smart, savvy, and sensational business women," explained Stephanie Sherwood, managing director for eWomenNetwork's Rocklin/Granite Bay chapter. Tickets: \$20 members, \$25 guests; all tickets purchased after February 26 are \$40. For tickets, call (916) 624-2540. For more, visit eWomenNetwork at <https://events.ewomennetwork.com/event/calendar.php?lid=147>

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NEC Adds 60 Jobs at Roseville Plant

NEC Electronics America Inc. has hired 60 employees for its expanded semiconductor manufacturing operations in Roseville, delivering on a manufacturing strategy announced a year ago. The new hires bring the total number of employees at the Roseville facility to 850, up from 715 in the fall of 2005. Last February the company announced plans to add 100 jobs at its Roseville plant over the next two years as part of a worldwide restructuring by its parent company. NEC Electronics America, based in Santa Clara, expects to see an increase in demand for its 0.15-micron-based products (now to be made in Roseville) from customers in the automotive industry, and from designers using semiconductors in consumer devices such as digital cameras, memory sticks, and mobile and handheld products. For more, visit the Sacramento *Business Journal* at <http://www.bizjournals.com/sacramento/stories/2007/02/05/daily11.html?f=et76&hbx=edu>

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Bucks for Bikes Program Subsidizes Bicycle Commuters

A cost-effective, parking-friendly, and healthful commute choice is now available for those who live and work in Placer County. The Bucks for Bikes program provides a subsidy of 60 percent, up to \$200, towards the cost of a new commuter bike and, if needed, bicycle helmet, light, lock, and/or rack. Bucks for Bikes aims to inspire single-occupancy vehicle drivers to switch to a non-polluting, traffic-relieving mode of travel.

The program is sponsored by the Placer County Transportation Planning Agency and the City of Roseville, and funded by a Clean Air Grant from the Placer County Air Pollution Control District. Applications for Bucks for Bikes will be accepted until March 30, 5 p.m. Funds are limited and only those who are committed to using bicycling as an alternative to driving alone are encouraged to apply. For a Bucks for Bikes Application & Usage Agreement and Policies & Guidelines, visit

<http://www.pctpa.org/alttrans/bucksforbikes.htm>. With questions, email Solvi Sabol at ssabol@pctpa.org or call (530) 823-4029.

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Nor Cal World Trade Center to Host Exporting and Importing Seminars

The Northern California World Trade Center (NCWTC) is hosting two international trade seminars in March. At “Introduction to Exporting,” on March 8, participants will learn about the basics of exporting from Michael Clark, an international business expert who chairs the Northern California Export Council. “Introduction to Importing,” on March 15, will be led by Ester Gordillo, international trade consultant with the Center for International Trade Development. Both seminars will be held 9 a.m. - 12 noon at One Capitol Mall, Ste. 300, in Sacramento. Admission to each seminar is \$55 for members, \$70 for non-members. Those who join the NCWTC by February 28 will receive a complimentary admission to the seminar of their choice. For details or to register visit NCWTC at <http://www.norcalwtc.org/seminars.htm>

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Resplendent Reds at Green Family Winery

The Green Family Winery has a motto: “If it isn’t red, it isn’t wine.” Owner Charlie Green specializes in the sophisticated red wines, Syrah and Barbera, that grow so well in the Sierra Foothills. Green employs traditional methods in the winery and practices sustainable agriculture in the vineyard. “We believe in the use of great grapes, fine oak barrels, and lots of time,” Green says. Green family’s wines are not fined or filtered, and the winery doesn’t tamper with aspects of a wine’s character, such as its alcohol content.

The small, Auburn-area winery produces 600 to 700 cases a year. For more, visit Green Family Winery at <http://www.greenfamilywinery.com/> or *Inside Roseville* magazine at

<http://www.insideroseville.net/2004-fall/article-wineries.html> or Placer County Wine & Grape Association at <http://www.placerwineandgrape.org/>

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Paciocco's Offers Lincoln a Taste of Italy

Rick Gilmore envisioned an experience rather than just an eatery the first time he saw the 1863 building at 537 G. St. in Lincoln. Over the last two and a half years, following countless hours of sweat equity, the vision has become tangible. Today, Paciocco's Italian Delicatessen & Trattoria is a feast for all the senses, complete with the smell of fresh-baked focaccia floating in the air. The deli's shelves are stocked with a wide range of olive oils, pastas, cheeses and spreads from all over the world, and Paciocco's serves 30 different types of sandwiches, many main dishes, and "excelentissimo" pizza. Gilmore notes that ingredients are fresh and all dishes are handmade. "I'm told we have the best meatballs anywhere," he says. "I'm also told that people are crazy about our Italian sausage and pepper sandwich, and that our Italian roasted chicken is to die for."

Paciocco's also offers catering and cooking classes. For more visit the *Lincoln News Messenger* at

<http://www.lincolnnewsmessenger.com/articles/2006/10/26/news/business/01pacioccas.t>
[xt](#) or

Paciocco's at <http://www.pacioccas.com/>

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Auburn Symphony Goes to the Mondavi in April

For the third year in a row, Auburn Symphony will perform in concert at the Mondavi Center for the Performing Arts at UC Davis. Each year more than a thousand people have attended this special presentation of great classical masterworks. The symphony's 2007 Mondavi offering, an ambitious all-Beethoven concert called "Beethoven Triumphant," will be presented on Sunday, April 29, at 3 p.m. The grand finale will be Symphony No. 9 in D minor, *Choral*, with a 200-voice choir and soloists from the San Francisco Opera. Called "one of our community's and the region's greatest cultural assets," Auburn Symphony is celebrating its 20th Anniversary year during this 2006-2007 season. Two subscription concerts (each presented twice) remain in the season: "Tales of Musical Magic" with guest soloist cellist Tina Guo, February 24, 7:30 p.m. and February 25, 3 p.m.; and "Pageantry, Poetry & Passion" April 14, 7:30 p.m. and April 15, 3 p.m., both at Placer High Auditorium, Auburn. For details and tickets visit Auburn Symphony at <http://www.auburnsymphony.com> or call (530) 823-6683.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts.

It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at

econdev@placer.ca.gov or visit the OED Web site at

<http://www.placer.ca.gov/CEO/EconDev.aspx>. For past In Progress Online newsletters, go to Placer County Biz News at

<http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx>